Serial No.:   09/943,535

REMARKS

Claims 1, 2 and 4-16 remain under consideration in the application.   Applicants respectfully request favorable reconsideration of the application in light of the following discussion.

I.   REQUEST FOR TELEPHONE INTERVIEW

The Examiner has maintained the rejection of claims 1, 2 and 4-16 despite the arguments set forth by applicants in their response filed on June 27, 2005. In view of some of the Examiner's comments set forth in the final Office Action, applicants believe there may be a fundamental misunderstanding regarding what the applicants are claiming and what the reference teaches. If the Examiner contemplates maintaining the present rejection despite the following, applicants respectfully request that the Examiner first contact the undersigned to conduct a telephone interview to make sure any misunderstanding is avoided.

II.   REJECTION OF CLAIMS 1, 2, 5, 9, 10 AND 12-14 UNDER 35 USC §102(e)

Claims 1, 2, 5, 9, 10 and 12-14 stand rejected under 35 USC §102(e) based on *Nishioka et al.* Applicants respectfully traverse this rejection for at least the following reasons.

Referring to the final Office Action, the Examiner continues to reject claims 1, 2 and 4-16 based primarily on *Nishioka et al.* Beginning on page 6 of the Office Action, the Examiner addresses applicants' arguments regarding *Nishioka et al.* not teaching or suggesting a content driven format control as argued by the applicants.

Initially, applicants note that they are in complete agreement with the Examiner that *Nishioka et al.* teaches a display having selectable display modes with respect to frequency, number of bits, number of colors, etc. *However, the Examiner continues, in applicants' opinion, to focus incorrectly on the* results *of the mode selection rather than the* means *of the mode selection in Nishioka et al.*

Page 2 of 6

Serial No.:   09/943,535

More specifically, the present invention as recited in claim 1 discusses selecting a low resolution display mode and a high resolution display mode _based on the determined color format_ of the input data. _Based on the determined color format_, the present invention may change the clock frequency, the number of colors, the number of bits, etc.

Nishioka et al., on the other hand, bases the selection of the particular operating mode on such factors as user selection (column 9, lines 52-59), power source (column 10, lines 5-21), and an idle or sleep mode (column 11, lines 40-44). Such means for selection are further emphasized in the claims of _Nishioka et al._ where the claims recite mode selection based on user selection, power source, idle or sleep mode, etc. (See, e.g., claims 3-5, 20 and 22).

Applicants respectfully submit that in each instance of the final Office Action where the Examiner cites to _Nishioka et al._ as relating to display mode control in the context of number of bits, frequency, etc., such instances relate to the _result_ obtained based on a _previous selection_ of the desired mode. None of the means of mode selection taught or suggested in _Nishioka et al._ are related to the determination of the format of the input data itself as recited in claim 1.

Further emphasizing this point, the present application clearly discloses how "the invention thus allows the mode of operation of the display, and hence the power consumption and display quality, to be _automatically controlled by the format of the input data itself_". (Emphasis added; See, e.g., Spec., p. 8, lns. 5-8).

This can be done, for example, as disclosed in the following portions from the present application. Firstly, it is disclosed that "a data analysis means 26 operates on input data, under the control of the display timing signals in order to generate format control signals for a programmable multi-format digital data driver 28". (See, e.g., Fig. 9, and p. 14, lns. 4-7).

Page 3 of 6

Serial No.:   09/943,535

Secondly, in reference to Figure 10 of the present application, it is disclosed that "at the end of the frame of data the analysis results for that frame are clocked out of the temporary registers, using for example the gate pulse from the last row of the scan driver, and stored in the Format Control Register 32. *The outputs of the format control register 32 are used as the format control signals for the next frame of data.*" (Emphasis added; See, e.g., Fig. 10, and p. 15, lns. 12-17).

Lastly, in reference to Figure 11, "during the time between T1 and T2, the format control signals are used to re-configure the multi-format digital data driver 28 for the next frame of data, into the optimum or lowest power configuration for data of the same type as that received during the current frame." (See, e.g., Fig. 11, and p. 16, lns. 17-21.

Thus, the Examiner will appreciate that the present invention relates to selecting low resolution display or high resolution display *based on a data analysis means' determination of the color format of the input data*. While *Nishioka et al.* does teach displaying in different modes (e.g., high resolution, low resolution, etc.), *Nishioka et al.* teaches selecting the particular modes *based on user selection, power source, idle or sleep mode, etc.*, as noted above. *Nishioka et al.* simply does not teach or suggest selecting the particular modes based on a data analysis means determination of the color format of the input data as recited in claim 1.

Therefore, applicants must again respectfully request that the rejection of claim 1 and the claims dependent therefrom be withdrawn. The present invention is completely different from the display described in *Nishioka et al. Nishioka et al. selects a display mode based on factors which do not include the format of the input data itself.* Consequently, *Nishioka et al.* does not include a data analysis means as recited in claim 1. That is, *Nishioka et al.* does not teach or suggest a data analysis means which *determines* the color format of the input data and controls the data to operate in the display mode corresponding to the *determined* color format of the input data.

Page 4 of 6

Serial No.:   09/943,535

In the absence of any such teaching or suggestion of a driving arrangement which *determines the color format* of the input data, and controls the data driver to consume less power in low resolution display modes and more power in high resolution display modes *based on the determined color format*, the rejection of claim 1 is improper and should be withdrawn.

II.   REMAINING REJECTIONS

Claim 4 is rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Daher.* Claims 6-8 are rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Koyama et al.* Claim 11 is rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Cairns et al.* Finally, claims 15-16 are rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Misawa et al.*

Claims 4, 6-8, 11 and 15-16 each depend from claim 1 either directly or indirectly. Therefore, these claims may be distinguished over the teachings of *Nishioka et al.* for at least the same reasons set forth above. Moreover, *Daher, Koyama et al., Cairns et al.* and *Misawa et al.* do not make up for the above-discussed deficiencies in *Nishioka et al..* As a result, withdrawal of the rejections is respectfully requested.

IV.   CONCLUSION

Accordingly, all claims are believed to be allowable and the application is believed to be in condition for allowance. A prompt action to such end is earnestly solicited.

Should the Examiner feel that a telephone interview would be helpful to facilitate favorable prosecution of the above-identified application, the Examiner is invited to contact the undersigned at the telephone number provided below.
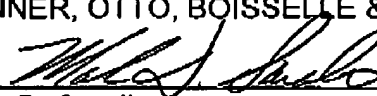
Should a petition for an extension of time be necessary for the timely reply to the outstanding Office Action (or if such a petition has been made and an additional

Serial No.: 09/943,535

extension is necessary), petition is hereby made and the Commissioner is authorized to charge any fees (including additional claim fees) to Deposit Account No. 18-0988.

Respectfully submitted,

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Page 6 of 6